

P79PRJ

**MASTER OF BUSINESS  
ADMINISTRATION  
MBA-P79**

**GUIDELINES FOR PROJECT WORK**

**For the year 2023-24**



ज्ञानगंगा घरोघरी

**School of Commerce & Management  
Yashwantrao Chavan Maharashtra Open University  
Nashik**

## **Schedule for online submission of Synopsis and Project Report by the students:**

### **Submission of Synopsis**

Start Date: 1<sup>st</sup> December 2023                      End Date: 21<sup>st</sup> January 2024

### **Resubmission of Synopsis**

Start Date: 15<sup>th</sup> December 2023                      End Date: 5<sup>th</sup> February 2024

### **Submission of Project Report**

Start Date: 5<sup>st</sup> March 2024                      End Date: 30<sup>th</sup> April 2024

### **Resubmission of Project Report**

Start Date: 15<sup>th</sup> March 2024                      End Date: 5<sup>th</sup> May 2024

### **PLEASE NOTE:**

- At the beginning of the third semester, the Study Center should assign the project supervisor to the students.
- Under the Project Supervisor's supervision Student should first prepare the Project Proposal (synopsis) and get it approved by their respective study centre in Semester III.
- The duly signed synopsis by the project supervisor, study centre head/coordinator, and student must be uploaded to the university's pms portal after approval by the study centre.
- Once the synopsis has been approved, the student should prepare the project report under the guidance of the project supervisor.
- Student should complete the Project Work during the IV semester.
- The student must work with their respective study centre to get assistance with the formulation and submission of the synopsis and project reports.
- Students are advised to preserve the soft copies of their synopses and project reports so that they can be produced as and when needed.

- If the Project Report is not submitted on or before last date, the student will get Absent (AB) remark in his result.
- If the synopsis/project report is rejected, the student will be given one chance to resubmit it with the evaluator's suggested changes.
- If the synopsis of the student is approved with suggestions, the student need not re-submit the synopsis. Instead he/she would incorporate the suggestions in synopsis and upload the final project report with the corrected synopsis attached.
- The study centre and students are instructed to take strict note of it, that under no circumstances the project report will be accepted after the due date, neither in online nor in offline format.

### **Guidelines for Project Work**

The MBA programme includes an important component of project work. The instructions given below will assist you in clarifying various procedural aspects of project report formulation. Only after enrollment to the second year of the MBA programme a learner can submit project work.

#### **Objective**

The MBA project component's objective is to guide learners in developing their capacity to utilize multidisciplinary concepts, tools, and approaches to solve organizational problems.

#### **Learning Outcomes**

- Comprehension of various attributes of the chosen theme/topic.
- Good Understanding of relevant theoretical, conceptual, and practical frameworks.
- Able to conduct in-depth research.
- Assess secondary data and literature critically.
- Present a coherent and well-thought-out argument.
- Communicate and write in a scientific, systematic, articulate, and cogent manner.

## **Type of Project**

A Project may be of any one of the following types:

- (a) A thorough case study (covering a single organization, involving multifunctional area problemformulation, analysis and recommendations).
- (b) An inter-organizational study aiming at comparing firms, validating theories, and surveying management strategies.
- (c) Field research (empirical study).

## **SYNOPSIS**

### **(1) Synopsis Formulation**

A synopsis should be prepared under the guidance of the 'project supervisor' and **upload only through online mode to <https://pmsycmou.digitaluniversity.ac> by using respective login credentials.** The aims, hypotheses, and research methodology of the proposed study should be clearly stated in the synopsis. It should include complete descriptions of the sampling techniques, statistical analytical tools to be used, and limitations of the study if any.

*Note: It is recommended that learners choose supervisors who are active professionals in fields related to the chosen topic. For example, if the selected topic is from the area of finance, the supervisor should preferably be a financial expert, so on and so forth.*

Learners should submit the proposed Research Supervisor's bio-data, to their respective study centers. The study center shall verify the details of the supervisor and if the Research Supervisor is found to be ineligible, the learner will be instructed to change the research supervisor before the synopsis is accepted for evaluation. In case of an academic counselor, it should be precisely stated which courses he/she is counseling for and since when, as well as the name and code of the study centre to which he/she belongs to.

**A supervisor can only supervise a maximum of five learners at any given time.**

## **(2) Selection criteria for project supervisors**

To be considered as a 'Project Supervisor,' an individual must fit into one of the following categories:

- (a) Academic counselor for MBA associated with any of the Study Center affiliated to Yashwantrao Chavan Maharashtra Open University with relevant experience.
- (b) Faculty at Headquarters (School of Commerce and Management).
- (c) Professionals with a master's degree in management or related discipline and at least five years of relevant experience.

## **(3) Submission and approval of project proposal**

Learners should submit the synopsis, along with the synopsis Pro-forma (filled by the learner) and duly signed by the supervisor and the learner, to their respective study centre for approval after deciding the topic and selecting the supervisor. After getting approved by the study center, the same should be uploaded in the soft copy format (pdf.) to the university's online portal **pmsycmou.digitaluniversity.ac** using their respective login credentials. Under no circumstances will a proposal be considered that seems to be incomplete in any manner.

## **(4) Communication of Status of the Synopsis**

The communication regarding the project synopsis approval / rejection / approval with suggestions will be shown in the corresponding learners' login dashboard as per the university schedule. In case of rejection of the synopsis the learner will be required to incorporate the suggestions given by the evaluators and re-upload the updated synopsis as and when required.



**Yashwantrao Chavan Maharashtra Open University,  
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MBA – General (P79)

PROFORMA FOR SYNOPSIS  
(USE CAPITAL LETTERS ONLY)

P.R.N.

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1. Name of the Student: \_\_\_\_\_
2. Contact No. : \_\_\_\_\_
3. Email id: \_\_\_\_\_
4. Study centre Name : \_\_\_\_\_
5. Study centre Code: \_\_\_\_\_
6. Title of the Project: \_\_\_\_\_  
\_\_\_\_\_
7. Name of the Supervisor: \_\_\_\_\_
8. Specialization : Finance / Human Resource Management / Marketing Management / Manufacturing Management
9. Address of the Supervisor : \_\_\_\_\_  
\_\_\_\_\_
- Email: \_\_\_\_\_ Contact No. : \_\_\_\_\_
10. Is the Supervisor an Academic Counsellor of the Management Programme of YCMOU Yes: \_\_\_\_\_ No: \_\_\_\_\_
11. If Yes, Name of Study Centre and the courses / he / she is counselling for and since when: \_\_\_\_\_

Signature of Student  
Date: / /20

Study Center  
Stamp

Signature of Supervisor  
Date: / /20

*Please do not forget to enclose the synopsis.*

## PROJECT REPORT

### (1) Formulation

- (i) The project report should be approximately 50 to 60 double-spaced typed pages in length, with no more than 18,000 words (excluding appendices and exhibits). However, a 10% margin on each side is acceptable.
- (ii) Each project report must adequately describe the research methodology used and future research directions.
- (iii) The project report should additionally include the following information:
  - (a) Certificate indicating originality of the work done.
  - (b) Synopsis

### (2) Submission of Project Report:

**The project must be uploaded online only; no other format of project submission will be accepted by the university. For uploading project reports to the PMS portal, follow the learner guidelines available on the portal (<https://pmsvc mou.digitaluniversity.ac>). Communication about approval/rejection/acceptance with suggestion will be made available in the login dashboard of the learners.**

### (3) List of Topics

An illustrative list of topics/areas is attached to give you an idea of the types of topics that could be chosen for the project work. Learners may feel free to select their topics of their choice, outside the list.

### (4) Project Evaluation

The project work will be evaluated online by an examiner / referee appointed by the University. Projects those are rejected by the evaluators must be resubmitted after incorporating the changes suggested by evaluators. In extreme circumstances, a learner may be granted to change the topic of his project by the discretionary authority.

After the project report has been submitted online through the university PMS portal, the project work will be evaluated. (out of 200 marks).

To pass the Project Work component, learners must score at least 80 out of 200 marks.

Unsatisfactory projects (securing less than 80 marks) must be resubmitted after incorporating the modifications suggested by the evaluators before expiry of the five-year registration period.

Such a learner must, however, apply for a repeater examination in the prescribed Format and pay the requisite examination fees.

**Important Note:**

1. Revaluation of Project Report is not allowed.
2. Resubmission of Project Report for Class Improvement is not allowed.



**The components of Project Report Evaluation are as Follows:**

| <b>Sr. No.</b> | <b>Particulars</b>                                      | <b>Marks out of</b> | <b>Marks obtained</b> |
|----------------|---|---------------------|-----------------------|
| 1.             | Choice of Area/ Topic                                   | 10                  |                       |
| 2.             | Analysis of Relevant Literature /Theoretical background | 15                  |                       |
| 3.             | Statement of the problem / Need of Study / Scope        | 10                  |                       |
| 4.             | Objectives Achieved                                     | 15                  |                       |
| 5.             | Hypotheses Testing                                      | 15                  |                       |
| 6.             | Research Methodology                                    | 20                  |                       |
| 7.             | Data Collection   | 25                  |                       |
| 8.             | Analysis/Findings                                       | 25                  |                       |
| 9.             | Conclusions   | 20                  |                       |
| 10.            | Recommendations / Suggestions                           | 15                  |                       |
| 11.            | Presentation of the report                              | 10                  |                       |
| 12.            | Quality of Writing Style                                | 10                  |                       |
| 13.            | Heading, sub-heading, spacing, rules of citations etc.  | 05                  |                       |
| 14.            | Adherence to the format                                 | 05                  |                       |
|                | <b>TOTAL</b>  | <b>200</b>          |                       |

### **Important notes for submitting the Project Proposal-(Synopsis)**

- 1 Submit soft copy of the Synopsis in pdf format only.
- 2 Ensure the inclusion of the following items while submitting the Synopsis:
  - (a) Pro-forma for Synopsis duly filled and signed by the learner and the supervisor.
  - (b) Bio-data of the supervisor with his / her signature.
  - (c) The pro-forma has to be verified by the head/coordinator of the study centre where the student is registered.
  - (d) If students upload their synopsis without providing any of the aforementioned information, their synopsis will be rejected.
- 3 **The Synopsis of your Project Proposal should include the following:**
  - (a) **Introduction, Importance and Significance of the Study**
  - (b) **Rationale**
  - (c) **Objectives**
  - (d) **Hypotheses**
  - (e) **Research Methodology**
  - (f) **Expected contribution**
  - (g) **Chapterization**

**Bibliography**

**The synopsis should be at least 5 to 7 typed pages and must be submitted in the aboveformat.**

### **Important notes for submitting the Project Report**

1. The Project Report should be formulated in A-4 size, (29 x 20 cm) typed in double space, in pdf format only.
2. Before uploading the Project Report the learner should ensure that it contains the following:
  - (a) Synopsis Pro-forma.
  - (b) Synopsis, and
  - (c) An Originality certificate.
  - (d) All the above mentioned documents need to be endorsed by the study center authorities.

[Candidates should submit a statement, certifying that the work is an original one and has not been submitted earlier either to this University or to any other Institution for fulfillment of the requirement of a course of study. The above certificate should be countersigned by the Project Supervisor.] If any Project Report is received, without (a), (b), (c) and/or (d) as given above, the same will be rejected.

## **Illustrative List of Topics/Broad areas:**

1. A study on sustainable business models across the consumer internet startups in India.
2. A study on various investment options available in India, their popularity, advantages, disadvantages, and growth of these investment options in the last decade
3. A study on risk management and portfolio management of investors in the equity segment
4. Analysis of working capital management at high cash burn startups in the food tech space
5. Impact of GST on the fast-moving consumer goods sector in India
6. Analysis of the satisfaction level of employees in the Banking and financial services sector
7. A study on the various employee welfare schemes at Hindustan Unilever
8. Analysis of employee training needs in State Bank of India
9. Comparative Study & Analysis Of NPA (Non-Performing Asset) In Indian Banks and Financial Institutions
10. Analysis of financial statements of ICICI Bank for the last 5 Years
11. Study on consumer behavioral pattern in the FMCG category of toothpaste with respect to Colgate & Patanjali.
12. Study of marketing promotions & strategy in the luxury retail market for Louis Vuitton
13. Analysis of YouTube ads in digital marketing to reach mass audiences and its comparative effectiveness compared to TV advertising in FMCG industry
14. A Study of Six Sigma Implementation Process at a manufacturing company.
15. Analysis of Total Quality Management Implementation at Marico.
16. Study on Futures and Options Markets in India
17. Study on Gold as an Investable Commodity
18. Study on Impact Of Corruption On FDI Inflows In India
19. The Impact Of The Money Supply On Economic Growth In India
20. Perception On Determinants Of Capital Structure Of The Business Enterprises In Delhi NCR
21. A Study on Impact of Mobile Payment with special reference to Youths
22. Perspective Of People Towards Financial Inclusion And Pradhan Mantri Jan Dhan Yojana
23. Financial Literacy Among The Different Economics Classes In India
24. Study on Wealth Creation of an individual according to their risk appetite
25. Role of Insurance in Minimizing Business Risk
26. Risk Analysis of E-Banking Operations at Kotak Mahindra Bank Ltd.
27. Study of Investment Management at UBER
28. Study of Venture Capital at Makino Auto Industries

29. Study on Merger and Acquisition in JSW Ispat
30. Study on Need of financial advisor for Mutual Fund Investors
31. Impact of GST On FMCG (Hindustan Unliver Limited)
32. Study on Planning, Controlling and Budgeting at Accenture
33. A Study on operational risk management and related concepts
34. Comparative Study of Investment Avenue with respect to Equity and Mutual Funds
35. GST And Its Effect on MNC Manufacturing Companies
36. Comparative Study on Home Loans Between PSU Banks And Private Banks
37. Current Trend in GST with reference of Real Estate Industry in India
38. Study of Working Capital Management of Organization
39. Study to Assess the Perception of Mutual Fund Investors
40. Comparative Study of BSE and NSE With Special Reference of Risk and Return
41. Analysis of investor perception, apprehension and decision making in Indian stock markets
42. Study Of Loans And Advances With Reference Of Apex Bank
43. Impact of GST on Hotel Industry, Tourism and Travel Industry
44. Analysis of ICICI Bank Marketing & Finance
45. Analysis of the Emerging Scenario of Life Insurance
46. Assessment Study of Mortgage Training in Financial Institutions
47. Comparative analysis of Axis Bank with other bank
48. Empirical study on performance of mutual fund in India
49. Analysis of Investor Perception, Apprehension and Decision Making in Indian Stock Markets
50. Comparative analysis of HDFC Bank with ICICI bank



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